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# Proactive customer engagement at Leeds Beckett University Library: Measuring impact

Jane Percival and Pippa Wood



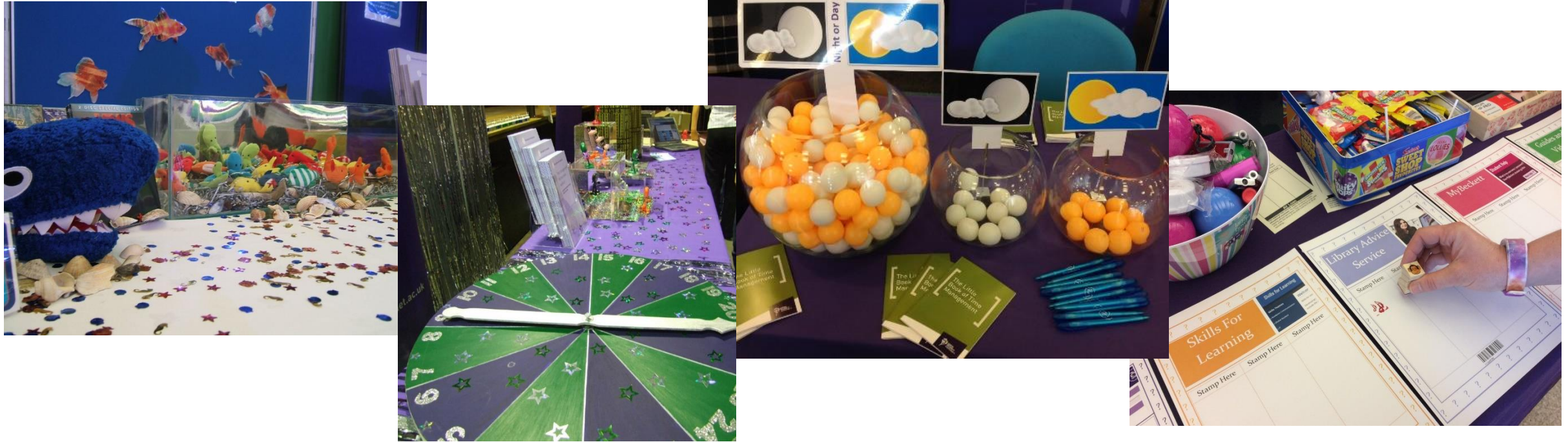
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# Leeds Beckett University Library

- 13 schools
- 28,000 students
- City Campus and Headingley Campus
- Library at each campus



# Proactive Customer Service Events



- Delivering events for over a decade
- Staff from across the Library involved
- Creative and engaging
- Mapped to student academic calendar
- Clear message, target audience, planned location

# Collecting **impact** evidence

Why?

- Better understanding of how the events support student academic success
- Resources
- Plan future events

How?

- Impact forms at events
- Staff feedback following on from events



# Autorenewals

“that’s really helpful,  
as I’m only in one  
day a week and it will  
help me manage”

## What worked well?

- Promoted new service outside the Library
- Easy way to talk to lots of students
- Captured student feedback



## What did we learn?

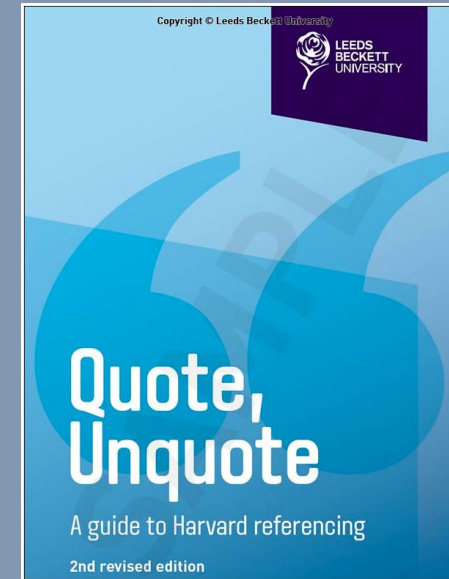
- Record the number of people hearing about a service for first time during a promotion

# Write Right



## What worked well?

- Working with the Students' Union
- Quality engagements



## What did we learn?

- Difficult to record data at busy events
- Use a bespoke impact form for each event

# Halloween

## What worked well?

- Creativity of event
- Encourages student engagement and feedback

## What did we learn?

- Collate and feedback data captured following on from events to relevant LLI teams



What's the scariest thing about writing an essay?

- Understanding the question ☐
- Finding information ☐
- Planning and structuring ☐
- Something else ☐



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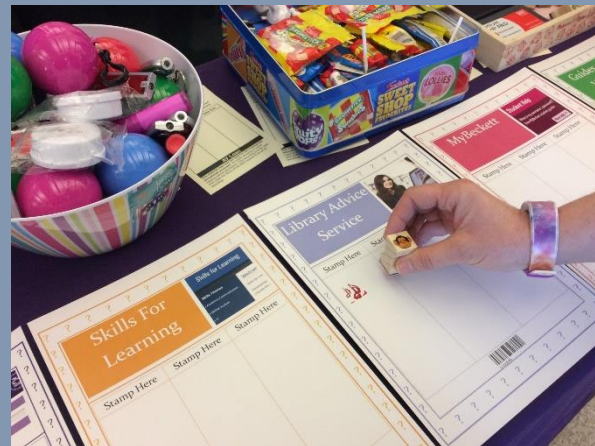
**'I need more help with writing portfolios'**



# Refreshers

## What worked well?

- New activity
- Activity involved collecting data – wasn't an interruption or afterthought



## What did we learn?

- Less is more!



# Moving forwards

## We will continue to:

- Work with different teams
- Be creative
- Event focus, planned time and location
- Record engagements

## We will introduce:

- Asking a key question (sometimes!)
- A bespoke impact form
- Formally record feedback
- Focused information gathering

# Questions?



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# Thank you

Jane Percival

[j.percival@leedsbeckett.ac.uk](mailto:j.percival@leedsbeckett.ac.uk)

Pippa Wood

[p.l.wood@leedsbeckett.ac.uk](mailto:p.l.wood@leedsbeckett.ac.uk)



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